What is claimed is:

1. An isolated DNA construct comprising at least one mutated binding site for a Gfi-1 transcription repressor, said mutated binding site comprising a mutation which hinders or prevents binding of said Gfi-1 repressor to said site.

2. The DNA construct of claim 1, which is a promoter.

3. The DNA construct of claim 2, wherein said promoter is a mammalian cellular promoter.

4. The DNA construct of claim 2, wherein said promoter is a viral promoter.

5. The DNA construct of claim 4, wherein said promoter is a human cytomegalovirus promoter.

6. The DNA construct of claim 5, which is a cytomegalovirus MIE promoter.

7. The DNA construct of claim 1, wherein said Gfi-1 binding site prior to said mutation is greater than 65% homologous with a sequence comprising TAAATCACNGCA (Sequence I.D. No. 2), wherein N is A or T.

8. The DNA construct of claim 1, wherein said Gfi-1 binding site prior to said mutation is greater than 79% homologous with a sequence comprising TAAACACNGCA (Sequence I.D. No. 2), wherein N is A or T.

9. The DNA construct of claim 1, wherein said Gfi-1 binding site prior to said mutation comprises the sequence N_1AAATCACN_2GCA (Sequence I.D. No. 1), wherein N_1 and N_2 are any nucleotide, and said mutation is in a

portion of said binding site comprising the sequence AATC.

10. The DNA construct of claim 1, wherein said binding site resides within an expression regulatory segment and said regulatory segment is operatively linked to a coding segment.

11. The DNA construct of claim 10, wherein the coding segment encodes a gene product selected from the group consisting of cytokines, interleukins, interferons, growth factors and proto-oncogenes.

12. An expression regulatory segment comprising at least one copy of a sequence N_1A-R-CN_2AGCA (Sequence I.D. No. 3), wherein N_1 and N_2 are any nucleotide, and R is a tetranucleotide selected from the group consisting of:

N_3ATC, AN_4TC, AAN_5C, $AATN_6$

N_3N_4TC, N_3AN_5C, N_3ATN_6, AN_4N_5C, AN_4TN_6, AAN_5N_6

$N_3N_4N_5C$, $N_3N_4TN_6$, $N_3AN_5N_6$, $AN_4N_5N_6$, and $N_3N_4N_5N_6$,

wherein N_3 is G, C or T, or is absent, or is an oligonucleotide of two or more nucleotides;

N_4 is G, C or T, or is absent, or is an oligonucleotide of two or more nucleotides;

N_5 is A, G or C, or is absent, or is an oligonucleotide of two or more nucleotides; and

N_6 is A, G or C, or is absent, or is an oligonucleotide of two or more nucleotides.

13. The expression regulatory segment of claim 12, wherein R is selected from the group consisting of GATC, ACTC and AATA.

14. The expression regulatory segment of claim 12, which is a promoter.

15. The expression regulatory segment of claim 14, wherein said promoter is a mammalian cellular promoter.

16. The expression regulatory segment of claim 14, wherein said promoter is a viral promoter.

17. The expression regulatory segment of claim 16, wherein said promoter is a human cytomegalovirus promoter.

18. The expression regulatory segment of claim 17, which is a human cytomegalovirus MIE promoter.

19. An expression vector comprising the expression regulatory segment of claim 12 and an operatively positioned insertion site for insertion of a coding segment.

20. The expression vector of claim 19, in which is inserted a coding segment selected from the group consisting of cytokines, interleukins, interferons, growth factors and proto-oncogenes.

21. An isolated DNA molecule comprising a sequence selected from the group consisting of Sequence I.D. No. 13 and Sequence I.D. No. 14.

22. An expression vector comprising the DNA molecule of claim 21.

23. A method for improving expression of genes regulated by expression regulatory sequences which contain binding sites for a Gfi-1 transcription repressor, which comprises altering the sequence of said binding sites so as to hinder or prevent binding of said

Gfi-1 transcription repressor to said binding sites, thereby improving said gene expression.

24. The method of claim 23, wherein said binding sites are altered at a tetranucleotide sequence contained therein, which is AATC.

25. A method of treating a pathological condition related to expression of an aberrant gene, which comprises administering to a patient in need of said treatment a pharmaceutical preparation comprising an expression vector that includes a non-aberrant counterpart of said aberrant gene and an operatively linked promoter comprising at least one mutated binding site for a Gfi-1 transcription repressor, said mutated binding site comprising a mutation which hinders or prevents binding of said Gfi-1 repressor to said site.